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Global Pitch Guide 2010



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KidScreen Global Pitch Guide 2010

Looking to woo a few buyers?

You'll want to keep a copy of the 2010 edition of our annual **Global Pitch Guide** on hand. Use it as a year-round reference that details the buying priorities for key international kidcasters and the ways to make the best approach.



Barbara Uecker
Head of programming and acquisitions

ABC
Children's
Television
(Australia)

Looking for: The pubcaster broadcasts 32 hours of children's programs across three channels each day, so Uecker is looking for a wide variety of program genres to engage and entertain audiences for kids from three to 15 years old. Uecker is especially interested in live-action shows for preschoolers. For ABC's school-age audience, she's on the hunt for action-adventure, documentaries and factual programs.

Preferred approach: ABC's independent producer's website provides up-to-date information on how to pitch shows (http://www.abc.net.au/tv/independent/childrens_about.htm) and you can send your pitch via e-mail to childrens.acquisitions@abc.net.au.

Market circuit: KidScreen Summit, MIPTV, MIPCOM

Cecilia Persson
VP of programming, acquisition and presentation, Turner Broadcasting

Cartoon
Network
(EMEA)

Looking for: Turner Broadcasting EMEA is looking for original and entertaining programs for kids, either in animation or live action. It's also looking for preschool content for three- to five-year-olds. Overall its main focus is on acquisitions for 2011, as there are just a few 2010 slots available.

Preferred approach: Please e-mail Richard Rowe, acquisitions manager EMEA with a brief outline of the program (richard.rowe@turner.com).

Market circuit: KidScreen Summit, MIPTV, LA Screenings, MIPCOM



CN original *Ben 10: Alien Swarm*

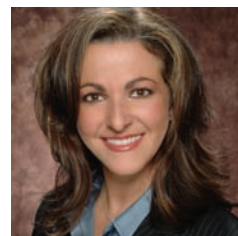
Cartoon
Network
(US)

Adina Pitt
VP of content acquisitions
and co-productions

Looking for: As always, Pitt is open to hearing pitches in a variety of genres for content that targets kids six to 11 as well as the nine to 14 set. Animated comedies are high on the list, but Pitt is also open to live action.

Preferred approach: E-mail (adina.pitt@turner.com) is a great way to start. Pitt is also happy to accept calls at 212-275-5032.

Market circuit: Natpe, KidScreen Summit, MIPTV, MIPCOM



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The Sarah Jane Adventures is a bonafide CBBC hit

**CBBC
(UK)**

Damian Kavanagh
Controller



Looking for: Programs aimed at children ages six to 12. CBBC wants to reflect the lives of its audience and provide multiplatform content that is innovative, challenging and infectious. The net offer a distinctive schedule of original drama, animation, comedy, news, factual programming and events on a variety of platforms that allow children to get involved and connect with the channel. CBBC's tone is funny, energetic, unpredictable, upbeat and fun and gives audiences opportunities to participate, learn something new and laugh out loud. Kavanagh wants CBBC content to be talked about in the playground and to empower and stimulate children. Current titles performing well include *The Sarah Jane Adventures*, *Horrible Histories*, *M.I. High*, *Deadly 60*, *Sorry I've Got No Head*, *TMi* and *Beat The Boss*.

Preferred approach: Via the BBC's e-commissioning website at www.bbc.co.uk/commissioning. Search for CBBC.

Market circuit: KidScreen Summit, MIPTV, Cartoon Forum, MIPCOM

**CBeebies
(UK)**

Looking for: World-class cross-platform entertainment-driven programs that deliver a sense of wonder and delight to a preschool audience. A strong story and sense of humor are key, targeting boys and girls either in the two to four or four to six ranges. Ideas should be underpinned by learning values guided by UK curriculum, with 26 to 52 episodes that run either 10 or 15 minutes in length. Programs that have worked well this year include *Grandpa In My Pocket*, *In the Night Garden*, *Waybuloo* and *Chuggington*.

Preferred approach: Via the BBC's e-commissioning website at www.bbc.co.uk/commissioning. Search for CBeebies.

Market circuit: KidScreen Summit, MIPTV, Cartoon Forum, MIPCOM



Michael Carrington
Controller



52 X 22'

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YTV

Looking for: Character-driven comedies, whether they be animated or live action, event-driven reality programming or family movies.

TREEHOUSE

Looking for: Fun character-driven preschool series with heart that make you giggle.

Preferred approach: Please send proposals digitally to Leah Wolfson, content coordinator, at leah.wolfson@corusent.com.

Market circuit: KidScreen Summit, MIPTV, MIPCOM

Jocelyn Hamilton
VP of content

**Corus
Kids
(Canada)**



Margaret Loesch
CEO

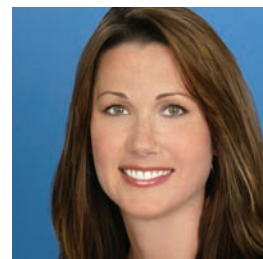
**Discovery
/Hasbro
(US)**

Looking for: Although its official name has yet to be announced, the upstart JV kidnet is looking for programming that appeals to children ages six to 12. Loesch notes that she's seeking concepts featuring compelling storylines and engaging characters and is not currently looking for preschool programming.

Preferred approach: Creators should contact members of the programming department, led by SVP Donna Ebbs (donna_ebbs@discovery.com) and also includes Ted Biaselli, Chris Mehl and Scott Pennington.

Market circuit: KidScreen Summit, Natpe, MIPTV, MIPCOM

**Disney
Channels
Worldwide**



Tracy McAndrew
Director of acquisitions and co-productions

Live-action sitcoms like *Sonny with a Chance* top DC's list



Looking for: Character-driven concepts with compelling and kid-relevant storytelling. For Disney Channel, concepts should skew toward older kids in the six to 14 age range, and series and movies should be kid-driven family-inclusive comedies. For Disney XD, shows that feature kids age six to 14 with strong/aspirational male leads who are growing and accomplishing goals top the list. For Playhouse Disney, curriculum-based storytelling for preschoolers is a priority.

Preferred approach: You can send materials to Tracy McAndrew, Disney Channels Worldwide, 3800 West Alameda Avenue, 21st Floor, Burbank, CA, 91505, but email is preferred (tracy.mcan-drew@disney.com).

Market circuit: KidScreen Summit, MIPTV, San Diego Comic-Con, MIPCOM

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Marc Buhaj
SVP of original programming

**Disney
Channels
(EMEA)**

Looking for: Disney-branded television networks serve a broad audience of kids ages two to 14 and their families in more than 60 million homes across the EMEA. Buhaj is looking for high-quality original content to grow audiences across the region and drive three distinct brands within the portfolio: kid-driven family-inclusive Disney Channel; boy-centric, girl-inclusive Disney XD; and preschool channel Playhouse Disney. Disney Channel is looking for primetime-quality programming that's relatable, relevant, and aspirational for kids six to 14, with a focus on tween girls.

DISNEY XD

Looking for: Unstoppable character-driven comedy, sports and adventure targeting tween boys and, more broadly, kids six to 14 and their families.

PLAYHOUSE DISNEY EUROPE

Looking for: Story-driven shows that relate to a preschooler's world and encourage playful learning.

Original programming for all three channels needs great characters, compelling stories, a unique visual or design point of view and a fresh take on universal kid-relatable themes. Shows must also deliver on core Disney values of imagination, creativity, self-expression and optimism. Multiplatform potential is important for any project. However, it must be driven by story and characters and not by interactive or merchandising plans. DC EMEA is genre- and medium-agnostic, and is currently developing, producing and buying both live-action and animated projects. Buhaj is open to all half-hour formats (i.e. 22 minutes, two x 11s or even three x sevens if it's super-funny), as well as shorts and long-form event programming, including movies. He notes that Disney Channels EMEA is a very hands-on creative partner that insists on working closely with key creative talent from the early development stages and throughout the entire production.

Preferred approach: For acquisitions, send queries to Dominic Gardiner, director of acquisitions (dominic.gardiner@disney.com). Animation development and co-production pitches for Disney Channel and Disney XD should be made to Orion Ross, VP original series (orion.ross@disney.com). Live-action development and co-production pitches for Disney Channel and Disney XD should be made to Dario Rodino, VP of operations and production (dario.rodino@disney.com). Development and co-production pitches for Playhouse Disney should be made to Beth Gardiner, VP of original programming and development, Playhouse Disney (beth.gardiner@disney.com). Be sure to include initial designs, synopses and bios of key creative talent involved.

Market circuit: KidScreen Summit, MIPTV, Annecy, Cartoon Forum, MIPCOM



Phineas and Ferb tickles
Disney XD viewers' funny bones



Presents

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Family Channel/ Playhouse Disney Canada

Michael Goldsmith
Director of original programming



Mickey Mouse Clubhouse headlines on Playhouse Disney Canada

FAMILY CHANNEL

Looking for: Live-action, half-hour comedies that support the channel's "Never a Dull Moment" brand promise and target girls and boys ages eight to 14. It's important that concepts have a home and family component as well, since the channel's audience is still so attached to their home and family life.

PLAYHOUSE DISNEY CANADA

Looking for: Live-action, animated or mixed-media preschool projects that complement the story-based, education-focused, character-driven half hours (generally comprised of two 11-minute episodes) featured on this Astral Media channel.

Preferred approach: Creators/producers interested in pitching Family or PDC should send an e-mail (michaelg@family.ca) or call first (416-956-2010) to introduce their concept and then request an opportunity to pitch it in person. Goldsmith will accept a one-page concept outline for a development deal pitch, and production deal overtures should be supported by a more fully developed package that includes a bible, a script and a financing scenario. The nets really prefer to get in on the ground floor of developing a concept in partnership with an established producer so it aligns with channel branding.

Market circuit: KidScreen Summit, Banff World Television Conference, MIPCOM

**Five
(UK)**

Looking for: Wilson is on the hunt for long-term programming for 2010 and 2011, mainly animated preschool series and drama ideas that aren't completely finished for four- to seven-year-olds.

Preferred approach: Send an e-mail (nick.wilson@five.tv) to introduce the concept and gauge interest.

Market circuit: MIPCOM

Nick Wilson
Controller of children's programming



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**France
Télévisions**

Julien Borde
Head of France
Télévisions Jeunesse



Looking for: Animation is a main focus, as France Télévisions offers more than 3,000 hours of kids programming every year. Borde and his team are focusing efforts on animation for kids ages six to eight and are looking for seven-, 10- or 22-minute formats in a range of program types, including comedy series in 2-D or CGI and classic properties in their original versions or modernized. The net is seeing strong performances with its commissioned show *Garfield*, for example. Borde is open to hybrid shows mixing animation and live action or documentaries and animation, live-action series for tweens and the family (i.e. *Hannah Montana* and *H2O*), cross-media and MMORPG-based series (*Wakfu* and *Podcats*), and specials in animation for kids and family. He's not interested in action-adventure series, baby and very young preschool series, or series targeting only boys or only girls.

Preferred approach: Creators should send their projects to the content managers of each department: Christine Reinaudo, acquisitions manager (christine.reinaudo@francetv.fr); for sales or presales, Céline Limorato (celine.limorato@francetv.fr) is in charge of all production of animation and has a team specialized in the selection and development of animation; Pierre Siracusa, animation 6/12 production manager (pierre.siracusa@francetv.fr), and Céline Chesnay, preschool animation production manager (celine.chesnay@francetv.fr). Limorato attends all markets, while Siracusa and Chesnay usually only attend co-pro markets, Cartoon Forum and Annecy.

Market circuit: KidScreen Summit, MIPTV, Cartoon Forum, MIPCOM



Paul Robinson
MD

Looking for: KidsCo is focused on building its channel in Western Europe in 2010, so the top priority is kids animated series, preferably dubbed and available for the basic cable/pay-TV window in Spain, France, Belgium, Portugal, Germany and Italy. KidsCo needs rights in all these territories and requires high-quality animated shows, preferably 22 minutes in length with at least 26 eps and based on strong characters, good stories and a family-centric disposition. No violence or malevolent/mean-spirited behavior, please!

Preferred approach: The ideal route is to provide Robinson with a DVD of at least one full episode plus a bible. Contact Robinson (paul@kidsco.tv) or the head office at KidsCo TV Ltd, 6th Floor Prospect House, 80-110 New Oxford Street, London, WC1A 1HB, United Kingdom. Robinson will then get back to you within two weeks.

Market circuit: KidScreen Summit, Casbaa, Discop, MIPTV, MIPCOM, ASTRA

KidsCo
(international)



presents



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please contact
cake@cakeentertainment.com

 **KYOWON**

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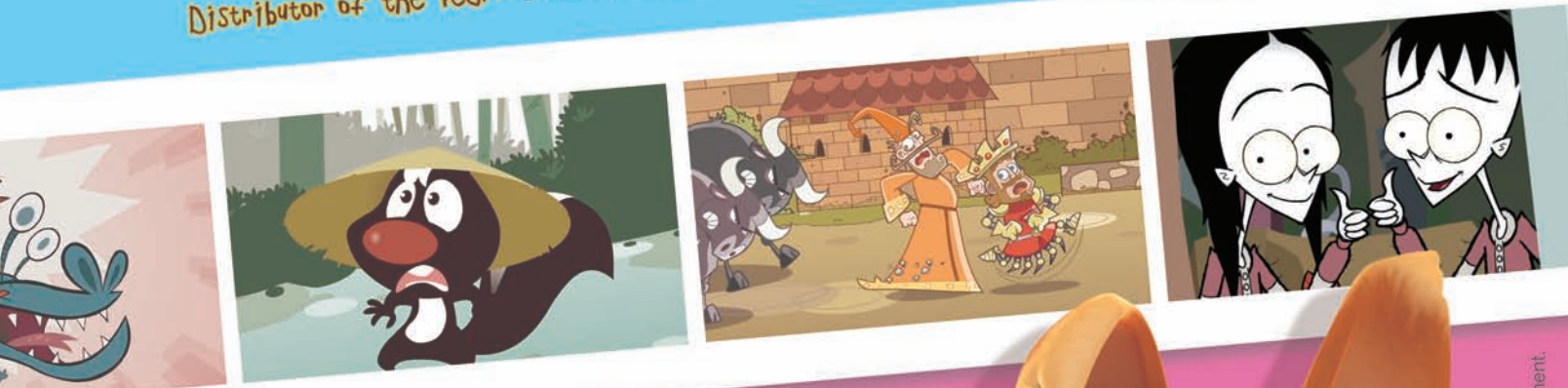
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Distributor of the year: **Cake Distribution**



CARTOON TRIBUTE 2009
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**PRETTY
COOL HUH?**



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SAMKA
PRODUCTIONS

Cartoon Saloon



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PEPPER'S
GHOST

SCHOLASTIC

Looking for: Ki.Ka is actively focusing on strong programming for the six to nine demo, especially quality animation with a slightly younger skew and live action for kids nine and up along the lines of ZDF's *H2O*, NDR's *The Peppercorns* or Ki.Ka's *KRIMI.DE*. Debertin is looking for shows that also include interactive elements. For this target, he wants programming with high potential for sustainable brand value and a long shelf-life.



Preferred approach: Send an e-mail to Debertin's assistant Silke Hochmuth (silke.hochmuth@kika.de) or send a convincing one-page pitch via snail mail (Gothaer Str. 36, 99094 Erfurt, Germany). However, if a full package including a bible, pilot scripts and any screening materials is available, send it via post. Ki.Ka will request further material if the initial correspondence piques its interest.

Market circuit: KidScreen Summit, MIPTV, Goldener Spatz (Golden Sparrow—Kids Media Festival & Market), Cartoon Movie, Cartoon Forum, MIPCOM

**Ki.Ka
(Germany)**

Sebastian Debertin

Head of fiction, acquisitions and co-productions



NICKELODEON

Looking for: Brennan says the Australian broadcast environment is highly competitive, with both FTA & STV broadcasters launching new channels in the last year to extend their network brands. The increased demand for exclusive content has had a significant impact on acquisitions within the territory, resulting in a greater focus on international pick-ups. Given its success in 2009 with the eight to 12 demo, Nick Oz will continue to source relevant live-action comedy, sketch-based series and unique co-entertainment opportunities for the primetime schedule. Brennan is looking to strengthen local partnerships through key Australian presales for 2011, as well as live-action series or feature concepts that can be considered at an international level. Animated comedy for the six to nine set is a lower priority for 2010 as new toons *Fanboy & Chum Chum* and *Penguins of Madagascar* build on the channel. But, she's always interested in content that will translate effectively to Nick's digital platforms (mobile and online).

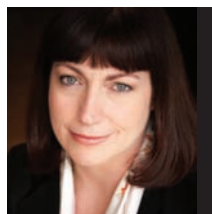
NICK JR.

Looking for: Preschool inventory for 2010 will reflect Nick Jr. hits and original series, local acquired content and key international properties. Brennan will also consider innovative business models relating to event and L&M programs.

Preferred approach: E-mail a brief outline (deirdre.brennan@nickaus.com.au) for an initial indication of interest, then follow up with series materials (bible, script, screeners).

Market circuit: KidScreen Summit, MIPCOM Jr., MIPCOM

Deirdre Brennan
Director of programming



**Nickelodeon
Australia**

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Nickelodeon (worldwide)

Jules Borkent
SVP of global acquisitions and international programming

Looking for: Comedy animation remains high on Borkent's list for 2010, but he'll also be focusing a little more specifically on boys action this year. He's also really keen to maintain momentum following the huge success of Nick shows such as *iCarly* and *True Jackson, VP*, as well as acquired hits like *H2O*, so he'll be seeking out more high-quality sitcoms. Above all, Borkent will be striving to supply MTVN's global network of 50-plus Nickelodeon channels with a pipeline of fantastic creator-driven shows with strong characters and fun, compelling storylines, no matter what the genre.

Preferred approach: Borkent always looks forward to personal meetings during markets, such as MIPTV, but he's happy to take meetings in his New York office, where he can be contacted via e-mail (Jules.Borkent@mtvn.com) or phone (212-258-8000).

Market circuit: Natpe, KidScreen Summit, MIPTV, LA Screenings, MIPCOM

Nickelodeon (UK)



Debbie Macdonald
VP, programming director

Looking for: All ideas should really embrace a kid's point of view, as Macdonald says this remains at the heart of Nick UK. Ideas should be very much creator-driven, and she's hunting for multi-genre programming to work across its network of channels. She also notes Nick UK is able to co-produce, commission and acquire. The kidnet runs a pilot scheme that welcomes concepts across all genres and, in particular, live-action sitcoms. Nickelodeon targets primarily the seven to 12 set, Nicktoons zeros in on four to nines and Nick Jr. is aimed at two- to five-year-olds. Animation should be comedy-driven, while preschool programming (both animation and live action) should encourage kids to "join in with the adventure."

Preferred approach: To give creators the best opportunity to clearly outline their thoughts and ideas, e-mail (debbie.macdonald@nickelodeon.co.uk) or mail (to Macdonald's attention at Nickelodeon UK, 15-18 Rathbone Place, London, W1T 1HU) is the best way.

Market circuit: KidScreen Summit, MIPTV, LA Screenings, Cartoon Forum, MIPCOM

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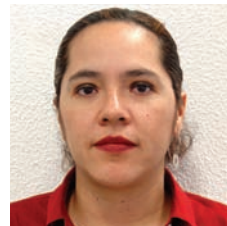
Once TV (Mexico)

Looking for: Chavarría wants programming that expresses the interests of children between eight and 11 in all aspects. Right now, she's looking mainly at live-action comedy, fiction, as well as documentaries that explore the way children live around the world and science and art. Since the new Once Niños block re-launched last August, Chavarría continues looking for programming that shows how kids live, feel and see their own world—a theme that is also prevalent in acquisitions and in-house productions. The formats she looks for are varied, but she still hasn't found sitcoms or documentaries that reflect kids' ways of life in different countries.

Preferred approach: Submit concepts and proposals via Once TV's website (www.oncetv.ipn.mx)

Market circuit: MIPTV, MIPCOM

Silvia Pérez Chavarría
Executive of strategy and development



Looking for: Programming originating from any medium geared to preschoolers ages two to five or kids five to eight. Simensky has no preference for animation over live action and mixed media, but she insists on a strong educational curriculum. She is particularly interested in shows that feature science, technology, math and engineering, as well as languages. All series should have a strong social emotional component, but no series should feature only this curriculum. Keep in mind the pubcaster's library has no room right now for literacy series. Be ready to explain how the series' website would look, and give ideas as to how the program's content might translate to other platforms.

Preferred approach: Send an e-mail with an overall series idea, an educational curriculum outline, character descriptions, four to five episode ideas and designs to Brad Pettingell at PBS Children's Programming (bwpettingell@pbs.org) or via snail mail to 2100 Crystal Drive, Arlington, Virginia, 22202.

Market circuit: KidScreen Summit, Ottawa International Animation Festival

Linda Simensky
VP of children's
programming



PBS (US)



PBS is full up on literacy-based series like *Super WHY!*

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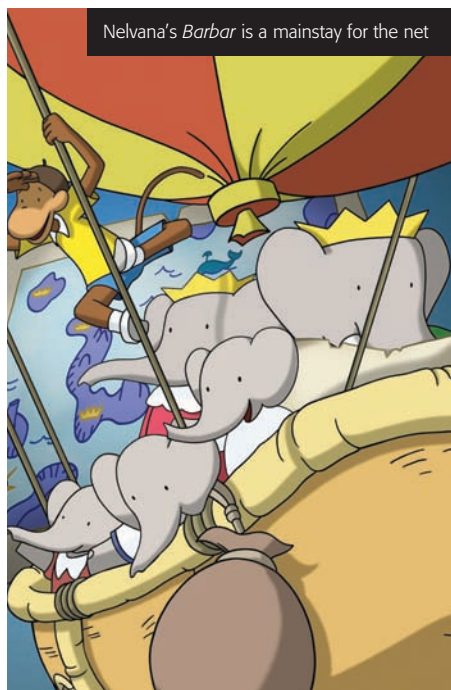
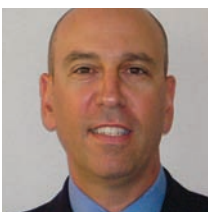
qubo
(US)

Looking for: Animated and live-action concepts for kids four to 11, with a focus on values, literacy and creativity.

Preferred approach: Send pitches to Zand at marczand@ionmedia.com

Market circuit: Natpe, MIPTV, MIPCOM

Marc Zand
SVP, ION Networks



RTL 2
(Germany)

Looking for: RTL 2's kids programming stands for strong fantasy and adventure-driven entertainment, targeting kids six to 13. Its cross-media concept has been successful, so Lang is looking to further develop MyPokito.de webworld and the Pokito kids club. She's also on the hunt for entertainment brands that offer web entertainment, club activities and strong merchandising along with unique TV performance. These shows can be 2-D or CGI-animated or live-action series. Lang is not looking for preschool or sitcom formats. New acquisitions include *Battle Force 5*, *Wakfu*, *Ben 10: Alien Force* and *Kamen Rider*, along with the newest seasons of *Pokémon* and *Huntik*.

Preferred approach: Send project information by mail first to Lang's attention at Lil-Dagover-Ring 1, 82031, Grünwald, Germany. Once you receive feedback, send over your DVD screening materials.

Market circuit: Natpe, KidScreen Summit, MIPTV, MIPCOM



Andrea Lang
VP of animation and
children's programming



Presents



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cake@cakeentertainment.com



Cartoon Saloon



Skunk Fu! © Cartoon Saloon 2007

Looking for: Humor-driven animated series for families with a minimum of 26 half hours. New preschool titles currently aren't a high priority for Super RTL. Dietz primarily wants shows targeting six- to nine-year-olds with the potential to hold down winning ratings in the competitive 5 p.m. to 8 p.m. slot. Dietz is also interested in live-action comedy series for a slightly older audience as well as edutainment series/formats and selected state-of-the-art animated features for a family audience.

Preferred approach: Please send bibles, storylines and screeners to Frank Dietz or Sylvia Schmöller at RTL Disney Fernsehen, Richard-Byrd-Strasse 6, 50829 Köln, Germany. Animations tests are helpful, but not absolutely required.

Market circuit: KidScreen Summit, MIPTV, MIFA, Cartoon Forum, MIPCOM



**Super
RTL
(Germany)**

Frank Dietz
Head of acquisitions and co-productions



LazyTown keeps Super RTL's preschool viewers hopping

Amy Friedman
SVP of original programming and creative director



Looking for: Comedies and dramedies about the teen experience. Friedman is interested in high-concept storylines and characters with bright, smart and funny edges. Family, love, and self-expression of all kinds fascinates the team at TeenNick, as do genre-bending fare. Friedman's ideal ratio is 75% comedy/dramedy to 25% drama.

Preferred approach: Send queries via email to Lauren Wagner, senior director of TeenNick Development (lauren.wagner@nick.com) or development coordinator Fatime Kaba (fatime.kaba@nick.com).

Market circuit: KidScreen Summit, Banff World Television Conference, MIPCOM

**TeenNick
(US)**

**KidScreen
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Looking for: Comedies for kids six to 11 that really appeal to a 10-year-old boy sweetspot and are girl- and parent-inclusive. She's not looking for storyboard-driven, slapstick fare for the six to nine crowd. High on her list are older-skewing, writer-driven shows for media-savvy tweens that would be companions to *Johnny Test* and *Jimmy Two Shoes* and good lead-ins to Teletoon's tween fare like *Total Drama Action* and *6Teen* that air in the kids primetime block from 6 p.m. to 9 p.m. Tyre is also keeping an eye out for primetime comedy shows for adults 18 to 49 that aren't offensive to the little ones who are still awake past 9 p.m. and watching with their parents (i.e. shows that fit in with other animated hits like *The Simpsons* and *Futurama*).

Preferred approach: Send Tyre an e-mail (carolinet@teletoon.com) with a short synopsis of the series and possibly a picture, if available.

Market circuit: KidScreen Summit, MIPTV, MIPCOM, Ottawa International Animation Festival

Caroline Tyre
Director of programming



Teletoon
(Canada)

VRAK.TV
(French Canada)

Looking for: VRAK is on the lookout for good tween sitcoms, with a core target age range of nine to 14. This year, Bazay is also hunting for great game shows and magazine-type series for kids, having seen success with Discovery's *Endurance* and getting ready to launch *Survive This*. VRAK will also be buying a few family movies this year, specifically titles that can air over holidays and school breaks.

Preferred approach: The net has a director of acquisitions, Johane Landry, who can be reached by e-mail (jlandry@chaines.astral.com), as well as a director of original production, Eve T  ssier-Bouchard (etessier-bouchard@chaines.astral.com).

Market circuit: KidScreen Summit, MIPTV, MIPCOM



Dominique Bazay
VP of programming

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**WGBH
(US)**

Brigid Sullivan

VP of children's educational and interactive programming

Looking for: Entertaining, innovative curriculum-oriented series for the preschool and six to 10 demos. New programs with a digital platform and low cost model are particularly of interest. Sullivan wants a program with partial or full funding, an easily understood concept or well-known brand, and a cross-platform strategy. She needs proof the program can be delivered on budget, and would like to see details about the creative team. It's a great idea to add research data that demonstrates a need for this series.

Preferred approach: Mail any pitch information to the attention of Eric Taub at WGBH, One Guest Street, Boston, Massachusetts, 02135

Market circuit: KidScreen Summit, MIPTV, Banff World Television Conference, MIPCOM

Looking for: Program pitches that include plans for new media distribution. Animated series (shorts, 10-minute, 13-minute or half-hour eps) and specials (from five minutes to a half hour in length) for preschoolers and core kids up to 12 years old have the best shot.

Preferred approach: E-mail (virve.schroderus@yle.fi) or post the details of the project to Tohlopinranta 31 P.O. Box 196, 33101, Tampere, Finland. All pitches should have synopses for at least three episodes as well as main character designs.

Market circuit: KidScreen Summit, MIPTV, Annecy, Cartoon Forum, MIPCOM

**YLE
(Finland)**

Virve "Vicky" Schroderus
Acquisitions executive



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PUBLISHER

Jocelyn Christie (jchristie@brunico.com)

EDITORIAL

Lana Castleman Editor
(lcastleman@brunico.com)

Kate Calder Senior Writer
(kcalder@brunico.com)

Gary Rusak Senior Writer
(grusak@brunico.com)

Emily Claire Afan Online Writer
(ecafan@brunico.com)

BUSINESS DEVELOPMENT AND ADVERTISING SALES

(416) 408-2300, 1-800-KID-4512

Myles Hobbs Associate Publisher
(mhobbs@brunico.com)

Kristina Ejem Account Manager
(kejem@brunico.com)

Ian Lambur Account Manager
(ilambur@brunico.com)

Lauren Talledo Account Manager
(ltalledo@brunico.com)

Cynthia Tommasi Marketing Coordinator
(ctommasi@brunico.com)

CORPORATE

President & CEO
Russell Goldstein (rgoldstein@brunico.com)

VP & Editorial Director

Mary Maddever (mmaddever@brunico.com)

Controller

Linda Lovegrove (llovegrove@brunico.com)

VP & Chief Information Officer

Omri Tintpulver (otintpulver@brunico.com)

EVP Canadian Entertainment & Marketing

Laas Turnbull (lturnbull@brunico.com)

BRUNICO CREATIVE

Director, Creative Services
Kerry Aitcheson (kaitcheson@brunico.com)

Creative Director

Stephen Stanley (stanley@brunico.com)

Art Director

Andrew Glowala (aglowala@brunico.com)

Production/Distribution Coordinator

Robert Lines (rlines@brunico.com)

Customer care

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Fax: 416.408.0249 Tel: 416.408.2448

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